

Finishing **the business plan**

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How do we get there?

- Draft financial plan
 - Wednesday August 4th by 18.00h
- Draft business plan
 - Thursday August 5th by 15.00h
- Peer feedback
 - Friday August 6th by 14.00h
- Trial presentation
 - Tuesday August 10th (tbc)



How will you be judged?

- By coaches
 - education outcome
 - 50% business plan document
 - 50% business plan presentation
- By panel
 - Climate impact
 - Investment opportunity



What do you need to consider?

- Completeness
 - Have you answered all the questions?
- Justification
 - Have you validated your claims?
- Presentation
 - Language, use of tables and graphs, layout
- Congruence
 - Do you account for what you say you do?
- Financial plan
 - Does it all work together?



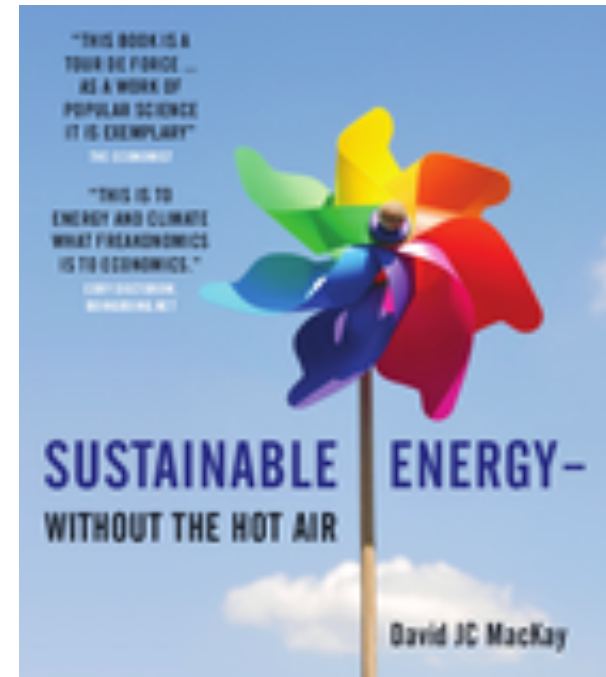
Completeness?

Checklist for business system and organization

Does your business plan answer the following questions?

- ☐ What does your company's business system look like?
- ☐ What activities within the business system will the company perform and which will it buy in ("make or buy")?
- ☐ What are you focusing on?
- ☐ What entrepreneurial functions make up your organization, and how are they structured?
- ☐ What values and standards characterize your organization (corporate culture)?
- ☐ What partners will you work with? What are the advantages of this cooperation, for you and for your partners?

Justification?

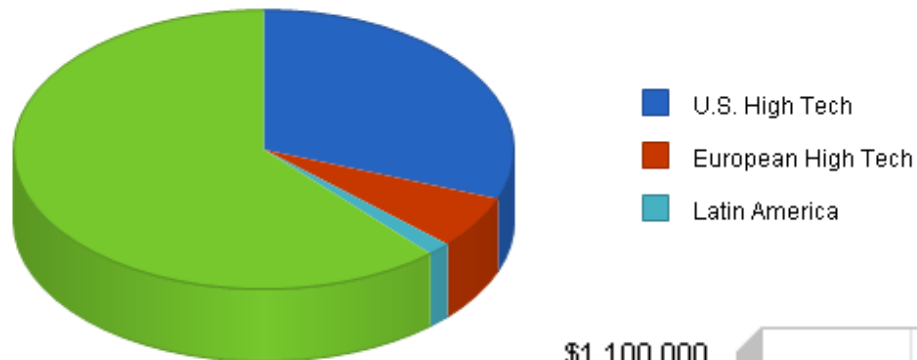


Seeing that it is very likely that I will find a job in business after finishing my studies in Chemistry, I wanted to learn more about business. I am pleased to say that the Essentials of Business and Entrepreneurship course has given me a thorough grounding in the subject in a good, interactive manner. Besides the courses in Venture Finance and Venture Marketing, I intend finishing off the Entrepreneurship minor by doing an internship with a chemical firm in England. With this experience behind me, I certainly won't be starting off in business as a dummy!

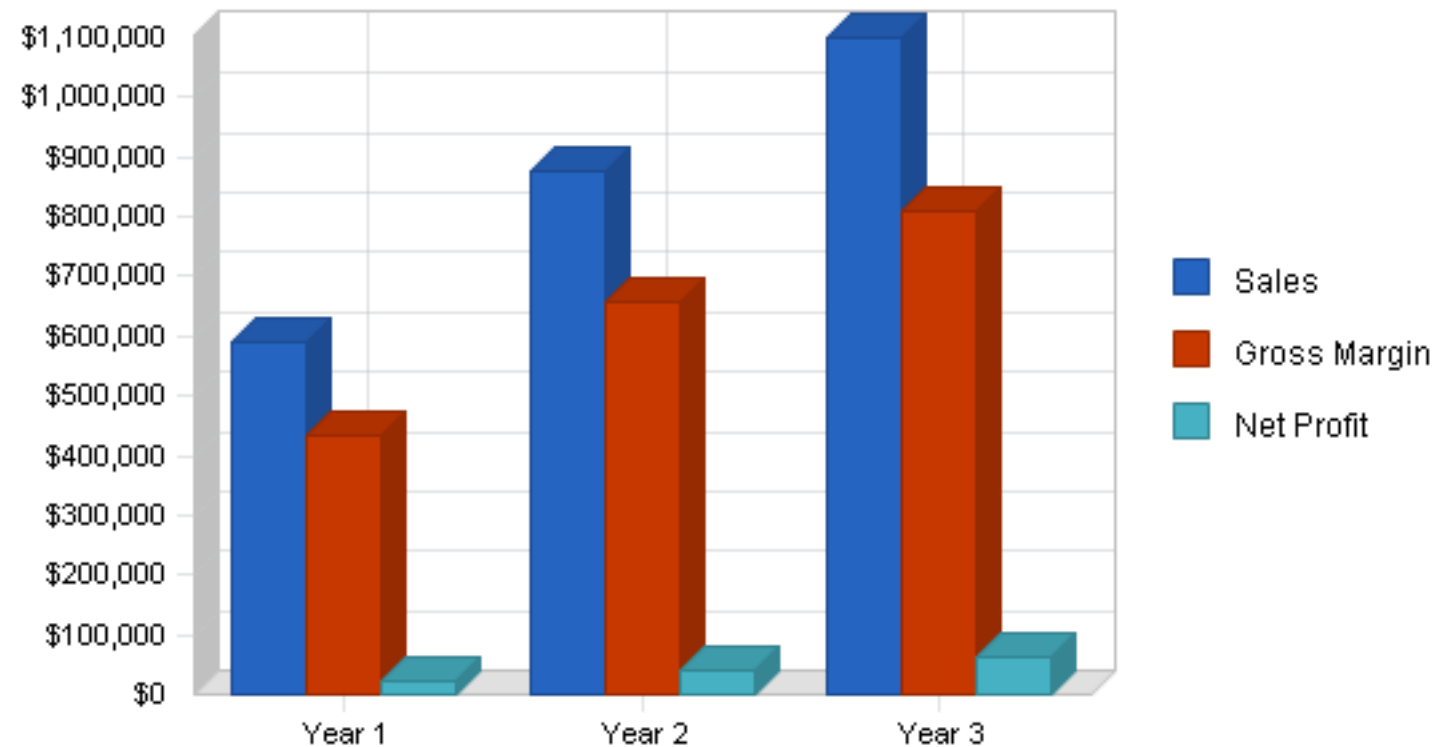
Nienke Peters, student Chemistry Utrecht University

Presentation?

Market Analysis (Pie)



Highlights



Congruence?

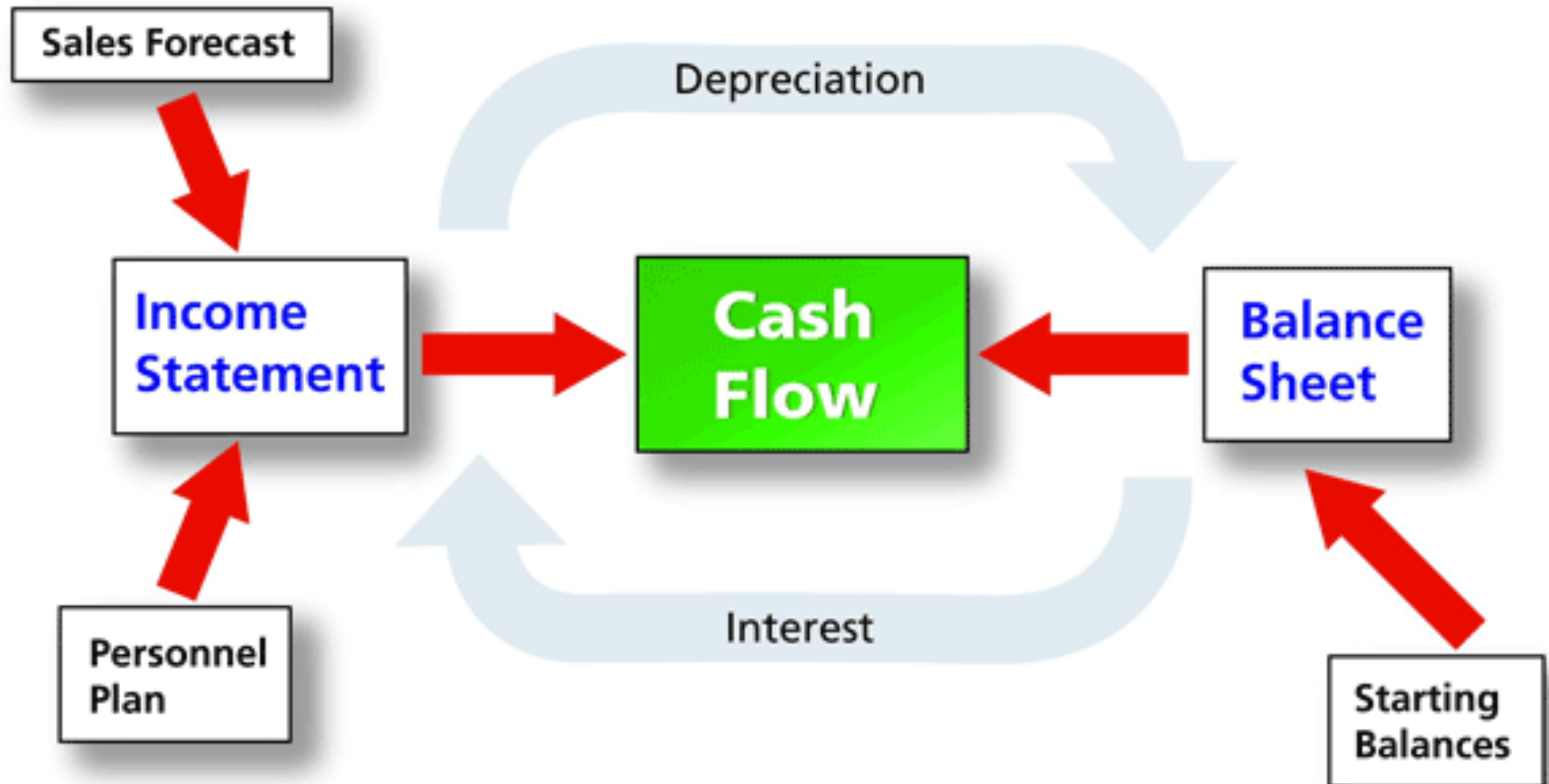
- “We provide the best possible service?”
- “We provide the best value solution”

WORDS => ACTIONS => COSTS => NUMBERS

- Watch out with superlatives ...



Financial plan?



How to make a financial model?

- Start with list of assumptions
 - Financial and technical
- Some excel tips
 - Absolute/relative referencing: `A1/A1`
 - Copy formulas
 - Referencing other worksheets
 - Understand formula's and syntax
- Try different scenario's



So what to create?

- Word/PDF document of full business plan
 - Outcome of financial model needs to be described in Word/PDF document and added as appendix there
 - Max 20 pages ex. Appendices
 - Excel file of financial model
 - P&L, Cash flow, Balances
 - Min. 3 years in quarters
 - A 10 minute final presentation + 5 min Q&A
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